



## INTRODUCTION

Melody, better known by her stage name Melo Moon, is an English & Chinese singer, songwriter, rapper and YouTuber.

Melo Moon is famous know for her song creation called "Hand Washing". It has made a remarkable positive impact during the COVID Pandemic.

Her style mixes new-age hip-hop, R&B and electronic music. Her individual track "Stay Home", has reached the Spotify Top 50 Chinese Electronic

## LOGO CONCEPT



Artist name:  
Melo Moon



Universe

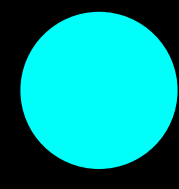


Microphone

## LOGO VARIATIONS



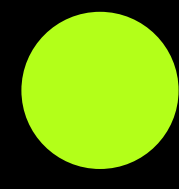
## COLOR PALETTE



CMYK: 52, 0, 15, 0

RGB: 0, 255, 250

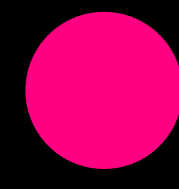
Hexcode: #00FFFA



CMYK: 33, 0, 100, 0

RGB: 179, 255, 25

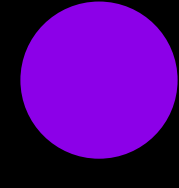
Hexcode: #B3FF19



CMYK: 0, 97, 12, 0

RGB: 255, 0, 130

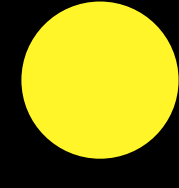
Hexcode: #FF0082



CMYK: 64, 83, 0, 0

RGB: 140, 0, 232

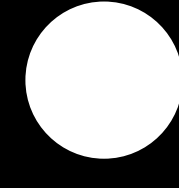
Hexcode: #8C00E8



CMYK: 4, 0, 88, 0

RGB: 255, 245, 40

Hexcode: #FFF528



CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hexcode: #FFFFFF

## TYPEFACE

STELLA

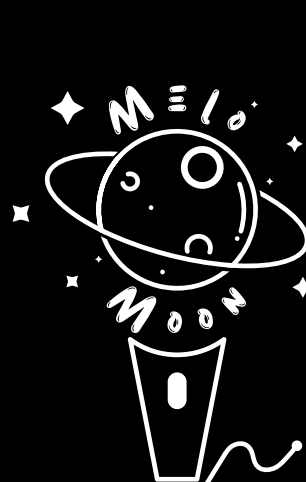
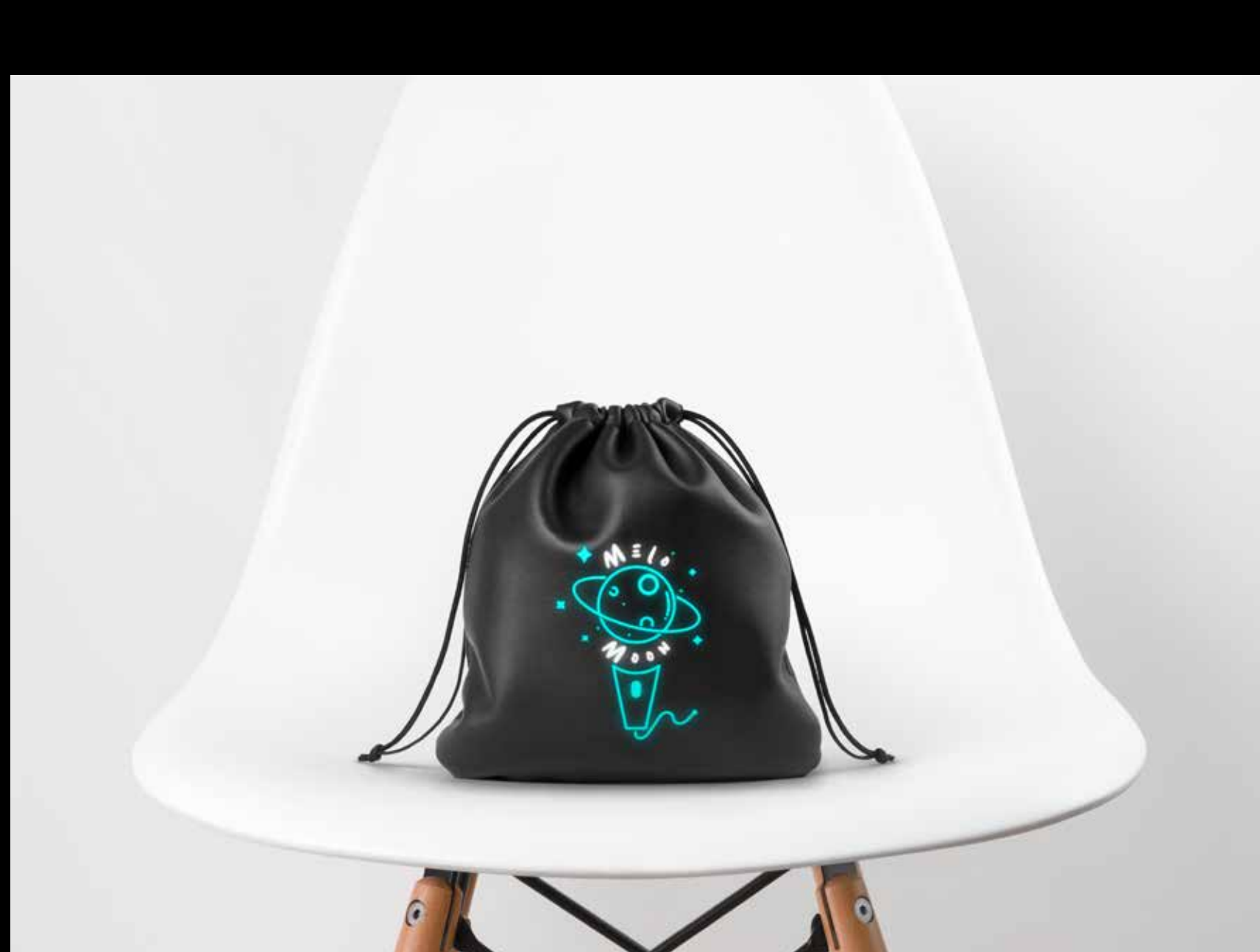
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## ALBUM COVER



## APPLICATION



Melo  
Moon